

via an air interface, a service request requesting information regarding said location based services;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network device in communication with the mobile unit;

identifying, on said network platform, first and second service providers and associated first and second service provider information based upon said determined location of said mobile unit;

storing prioritization information relating to a priority for presenting service provider information to a subscriber;

based upon said stored prioritization information, prioritizing said first and second service provider information; and

outputting both said first and second service provider information to said mobile unit based upon said step of prioritizing.

41. (Amended) A method as set forth in Claim 40, wherein said prioritization information relates to establishing said priority based on proximity of particular service providers to said mobile unit and said prioritizing comprises:

providing said location information in a form suitable for distance determinations;
determining a first distance between said mobile unit and said first service provider;
determining a second distance between said mobile unit and said second service provider;

performing a comparison of said first and said second distance; and
determining a presentation of said first and second service information based upon said
comparison.

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42. (Amended) A method as set forth in Claim 40, wherein said prioritization information is
based on one of proximity, financial information, service preference information, and a
subscriber usage profile.

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43. (Amended) A method as set forth in Claim 40, wherein said prioritizing further
comprises accessing stored subscriber defined prioritization criterion information.

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45. (Amended) A method as set forth in Claim 40, wherein said network assisted location
finding technology is operative to analyze signals communicated between said network platform
and said mobile unit, and wherein said analyzing comprises utilizing one of a cell/sector,
microcell, angle of arrival, time of arrival, and time delay of arrival technology.

46. (Amended) A method as set forth in Claim 40, wherein said location information
regarding said mobile unit is received on said network platform, and said location information
originates at least in part from location equipment separate from said mobile unit.

47. (Amended) A method as set forth in Claim 40, wherein location information is received
in a first form relating to a topology of said network, and wherein said identifying comprises
converting said first form location information into a second form and using said converted

location information in said second form to locate said first and second service providers.

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48. (Amended) A method as set forth in Claim 40, wherein said identifying comprises obtaining one of a local condition and a service provider location relative to said location of said mobile unit.

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51. (Amended) A method as set forth in Claim 40, wherein said outputting said information comprises causing an audio signal to be transmitted to said mobile unit.

52. (Amended) A method as set forth in Claim 40, wherein said outputting said information comprises causing display information to be transmitted to said mobile unit.

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53. (Amended) A method as set forth in Claim 40, wherein one of said storing and prioritizing is performed on said network platform.

54. (Amended) A method as set forth in Claim 40, wherein said mobile unit comprises a standard mobile telephone free from any integrated equipment dedicated to location determination, wherein said technology is operative to identify said location of said mobile unit based on radio frequency transmissions from the mobile unit, and wherein location based services are provided to said standard mobile telephone from said integrated location determination equipment.

55. (Amended) A method as set forth in Claim 40, wherein said network platform comprises

a mobile telephone network platform associated with a mobile telephone network switch and wherein said receiving comprises receiving a network message transmitted to said network platform from said switch.

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56. (Amended) A method for use in providing location based services to a communications network user in a wireless network, comprising:

receiving, on a network platform in communication with a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network device in communication with the mobile unit;

identifying, on said network platform, first and second service providers and associated first and second service provider information based upon said location information of said mobile unit;

providing said location information into a form suitable for distance determinations;

determining the distance of each of said first and second service providers relative to said mobile unit; and

outputting both said first and second service provider information to said mobile unit, a manner of said outputting being based upon said step of determining distances.

57. (Amended) A method as set forth in Claim 56, wherein said network assisted location

finding technology is operative to analyze signals communicated between said network platform and said mobile unit, and wherein said analyzing comprises utilizing one of a cell/sector, microcell, angle of arrival, time of arrival, and time delay of arrival technology.

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58. (Amended) A method as set forth in Claim 56, wherein said location information regarding said mobile unit is received on said network platform, and wherein said location information originates at least in part from location-determining equipment separate from said mobile unit.

59. (Amended) A method as set forth in Claim 56, wherein said prioritization information establishes said priority based on proximity of particular service providers to said mobile unit, and wherein said prioritizing comprises:

- providing said location information in a form suitable for distance determinations;
- determining a first distance between said mobile unit and said first service provider;
- determining a second distance between said mobile unit and said second service provider;
- performing a comparison of said first and said second distance; and
- determining a manner of presentation of said first and second service information based upon said comparison.

60. (Amended) A method as set forth in Claim 56, wherein said mobile unit comprises a standard mobile telephone free from any integrated equipment dedicated to location determination, wherein said technology is operative to identify said location of said mobile unit based on radio frequency transmissions from the mobile unit, and wherein location based

services are provided to said standard mobile telephone from said integrated location determination equipment.

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61. (Amended) A method as set forth in Claim 56, wherein said network platform comprises a mobile telephone network platform associated with a mobile telephone network switch and wherein said receiving comprises receiving a network message transmitted to said network platform from said switch.

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62. (Amended) A method for providing location based services to a subscriber of a wireless network, wherein network location information is available within an area of the network based on a network assisted location finding technology, said network assisted location finding technology being operative to determine a location of a wireless transceiver of said subscriber within said area of the network, said determining based at least in part on a relationship between said location of the wireless transceiver and a known location of a fixed network structure in said area of the network, said method comprising:

receiving first location information regarding said wireless transceiver from a first location finding system for locating wireless units within said network;

receiving second location information regarding said wireless transceiver from a second location finding system, different from said first location finding system, for locating wireless units within said network, wherein at least one of said first location information and said second location information is based on said fixed network device in communication with the mobile unit;

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determining a location of said wireless transceiver by accessing a database that includes said first location information from said first location finding system and said second location information from said second location finding system;

identifying at least one service provider and associated at least one service provider information based upon the determined location of said wireless transceiver; and

transmitting said at least one service provider information to said wireless transceiver, wherein said wireless transceiver is used to provide to the subscriber the at least one service provider information based on a current location.

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65. (Amended) A method as set forth in Claim 56, wherein said determining step comprises calculating a point in a polygon analysis.

66. (Amended) A method as set forth in Claim 62, further comprising obtaining said current mobile transceiver location by selecting one of said first location information and said second location information.

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67. (Amended) A method for providing location based services in a wireless network comprising:

receiving, on a network platform in communication with a subscriber using a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology

being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network device in communication with the mobile unit, said location information regarding said mobile unit being received on said network platform, said location information originating at least in part from location determination equipment separate from said mobile unit;

converting said location information into a second form;

identifying, on said network platform, utilizing said converted location information in said second form, a first service provider and associated first service provider information based upon said determined location of said mobile unit; and

outputting said first service provider information to said mobile unit.

68. (Amended) A method as set forth in Claim 67, wherein said converting converts said location information into a form suitable for distance determinations, and further comprising:

identifying a second service provider and associated second service provider information;

determining a first distance between said mobile unit and said first service provider;

determining a second distance between said mobile unit and said second service provider;

comparing said first and said second distance; and

outputting said first and second service provider, in a manner based upon said comparing, to said mobile unit.

69. (Amended) A method as set forth in Claim 67, wherein a prioritization criterion is used for said converting, said criterion being selected from financial information, service preference information, subscriber usage profile, and subscriber's willingness to receive complementary

service information.

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70. (Amended) A method as set forth in Claim 67, wherein said identifying comprises obtaining one of a local condition and a service provider location relative to said location of said mobile unit.

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73. (Amended) A method as set forth in Claim 67, wherein one of said storing and prioritizing is performed on said network platform.

74. (Amended) A method as set forth in Claim 67, wherein said mobile unit comprises a standard mobile telephone free from any integrated equipment dedicated to location determination, said technology is operative to identify said location of said mobile unit based on radio frequency transmissions from the mobile unit, and wherein location based services are provided to said standard mobile telephone from said integrated location determination equipment.

75. (Amended) A method as set forth in Claim 67, wherein said network platform comprises a mobile telephone network platform associated with a mobile telephone network switch, and wherein said receiving comprises receiving a network message transmitted to said network platform from said switch.

REMARKS

Terminal disclaimers are concurrently filed and are believed to render moot the pending